

# A \$12 fridge and salaries to match

**C**an spring be far behind? Along with several bundles of Thursday Sun-Tribunes, I recently delivered 27 Sears catalogues to specific homes within my four routes.

These offered 902 pages of pictorial merchandise meant to fulfill every household need.

The product, completed at considerable cost, was enthusiastically received. However, the timing was subject to question. With a chill in the air and snow on the ground, it was difficult to think spring and all things associated with this much-anticipated season. Still, from a point of feminine fascination, it was okay to dream. And, let's face it, a statuesque physique tucked inside a skin-tight bikini was easy on the eyes.



## Roaming Around

with Jim Thomas

However, for those with futures shorter than their past, it's always interesting, price-wise, to glance back and discover what yesteryears had to offer. Strangely enough, with the arrival a 2013 Sears edition, I received, via the Internet, a catalogue dated 1934 - 79 years ago. While much water's flowed under the bridge since then, the dollar value has obviously travelled upstream.

Examples follow:

In 1934, a pair of women's three-eyelet sports oxfords, black or white cost \$1.77; calf-grain, three-eyelet shoes, black or white, \$1.98; white cotton dresses with a bow tie in back, 94 cents; weighted silk flat crepe dresses, trimmed with saucy, crisp organdie bows and sleeves, \$2.98; full-fashioned pure silk stockings, 55 cents a pair; bargain sale anklets, nine cents a pair; ladies vests and bloomers, 31 cents; ladies linen suits, separate jackets and skirts, oyster white, \$2.98; girl's 4-piece plaid gingham play suits, \$1.98; three-piece twin sweater suits, \$2.98; cotton twill slacks, 98 cents; cotton mesh corselets, \$1 and cotton mesh brassieres, 25 cents.

For girls three to four years, cotton dresses, embroidered double organdie collars, puffed sleeves, yoke back and front, 49 cents each or two for 95 cents.

For boys three to nine years, a four-piece suit including jacket, blouse, belt and longies, \$1.98; brushed-wool sweaters with ribbed cuffs and bottoms, 94 cents.

The man of the house wasn't excluded. A serviceable cotton broadcloth shirt could be bought for 74 cents. Something a little fancier was available for a dollar. A cotton broadcloth nightshirt was priced at 84 cents or two for \$1.65.

For those homeowners who could afford a refrigerator holding 40 pounds of ice, the price tag was \$11.95. Units of lesser capacity were available for \$8.95 and \$6.95. Saucepans were priced at 95 cents; chicken fryers for \$1 and steam canners for \$1.49. Copper bottom wash boilers along with 10 bars of soap sold for \$1.59; a gasoline iron for \$2.69; flashlight batteries, two for 13 cents; dust mops, 47 cents and clothes pegs, 40 for nine cents.

And would you believe, a farmer's wife, seeking extra egg money, could purchase 25-day-old leghorn chicks for \$1.90 or a flock of 500 for \$45.75.

If that makes one long for "the good old days", hang onto your hat. There was a downside to bargain basement shopping. Try these incomes on for size. In 1934, a doctor annually earned \$3,382; high school teacher, \$3,111; dentist, \$2,391; elementary school teacher, \$1,227; secretary, \$1,040; registered nurse, \$936; live-in maid, \$260 and farm hand, \$216.

Want to turn back the clock? I think not.

Jim Thomas is a Stouffville resident who has written for area newspapers for more than 60 years.

## WHAT'S COOKING — AT THE — DELI

We'll start with soup, and for this week it's **Cream of Carrot, Orange and Ginger**. To make this we use chicken stock, lots of carrots, fresh ginger, orange, Yukon potatoes, onions, celery, cream, herbs and 'spices'. **Reg. \$7.95/container.**

**25% off this week**

— NEXT —

Our salad feature is **Mango Quinoa**, using quinoa (the wonder grain), diced sweet peppers, sweet onions, diced mangoes, almonds, raisins, green onions and 'spices'. This is a pretty neat salad! **Reg. \$1.99/100g.**

**1/2 price this week**

— AND NEXT —

We'll be making **Butter Chicken**. To make this we use our air-chilled chicken breasts, which have been poached and cubed, coconut milk, sweet onions, ginger, tomato, lemon, butter, of course, and the requisite 'spices'. I was going to call this **Indian Butter Chicken**, but truthfully, this is an item that we've now adopted into our cuisine, so it's just **Butter Chicken!** Available in the 4"x5" foils, fully cooked. **Just heat and serve!**

**\$5.95 each**

— AND THERE'S MORE —

**Beef and Mushroom Stew!** This has no flour, but it has lots of our beef, sweet onions, mushrooms, carrots, potatoes, pearl onions, beef stock, cornstarch and 'spices'. Available in 500g containers, featured at...

**\$7.95 each**

— AND EVEN MORE —

Next up is **Gluten-Free Penne with Chicken** in a **Tomato-Basil Sauce**. We use sweet onions, our air-chilled chicken breasts, tomatoes, peppers, olive oil, roasted garlic, basil and other 'spices'. This is also in 500g containers and will be featured at...

**\$5.95 each**

## — OUR — POT ROAST

To make these, we use boneless blade roasts which we section a bit to remove as much of the internal fat as possible. Slow cooking is the only way with these and I find that the house fills with a really good aroma as the afternoon wears on — and I get hungrier and hungrier! In fact, the roast doesn't stand a chance! Not only will we have Doreen's tried and true recipe for you, we'll have a gluten-free version as well. **Reg. \$4.99/lb.**

**25% OFF THIS WEEK**

## GLUTEN-FREE MENU

For this week we are doing a Gluten-Free Ad with all of the featured items being gluten-free. Over time we have received many requests for gluten-free product and enquiries about what we sell that would be acceptable for gluten-free diets. Now, I do know that 'gluten-free' is a term that's a bit difficult to use, but with the products that we make and call gluten-free, we make every effort possible to ensure that wheat flour does not come in contact. Having said that, we do use a lot of wheat flour in our facility, just so you know. The gluten free issue has become more 'front-of-the-mind' for us through David Nixon, the very affable young chap who has worked in our deli for a few years now. He is gluten intolerant and he's trained us a bit in what works and what doesn't. Also, we've highlighted some items throughout the store that can work if you have a gluten intolerance, as well.

## MAHI-MAHI

These filets have a fairly large flake and are sweet and moist. They can be prepared in almost any style, from baking or broiling to deep-frying, pan-frying, poaching or grilling. When you buy these, be sure to ask for pieces of even thickness because over or under cooking these has a detrimental effect on the end result.

**\$12.95 lb.**  
**THIS WEEK**

## OUR ITALIAN SAUSAGES

Not all of our sausages are gluten-free, but these are — and they are probably our most popular variety. They are made with some fennel, which is no doubt part of their appeal, and the hot are rather hot — so be warned! **Reg. \$4.99/lb.**

**25% OFF THIS WEEK**

## — WHAT'S FOR — LUNCH?

You'll have a choice of our beauty sandwiches on gluten-free, multi-grain bread this week. There will be Turkey-Avocado, our Maple Sugar Ham with Swiss, as well as, a vegetarian version — all priced right!

As well, our hot food section will have at least one gluten-free choice and our soup will comply as well. **Enjoy your lunch!**

## — WHAT'S FOR — DINNER?

From our frozen section we'll have **Ratatouille**, a dish made famous by the rodent-cum-chef of Disney® fame. This is vegetarian and its main cast of characters are eggplant, zucchini, sweet peppers, sweet onions and tomatoes, as well as, herbs, olive oil and 'spices'. This is in the 8"x5" foils. Serves 3-4. **Reg. \$15.95 each**

**25% OFF THIS WEEK**

## TULIPS

This is about the time of year that the poinsettias go out and tulips make an appearance at my home, and your home need not be any different! We'll have a good assortment of bunches of five and since the prices vary a bit for the size and style of tulip, we've elected to feature them in all sizes, including pots, at

**25% OFF THIS WEEK**

## SOUP'S ON

Our frozen soup for this ad is **Split Pea with Ham**. To make this very popular and hearty soup, we use our smoked ham hocks, chicken stock, lots of split peas and the requisite 'spices'. It's displayed in our frozen section, serves 2-3. **Reg. \$7.95 each.**

**25% OFF THIS WEEK**

## — WHAT'S — BAKING THIS WEEK?

We are making flourless items this week, and they are...

**FLOURLESS CHOCOLATE CAKE** — This cake is made by separating eggs, whipping the yolks and whites separately, and then folding in melted dark chocolate, butter and sugar before baking. It is rich and chocolatey! We then top the cake with whipped cream mixed with a bit of sour cream and a whole bunch of fresh berries. **\$14.95 ea.**

**MINI FLOURLESS CHOCOLATE CAKES** — Same as the flourless chocolate cake, but baked in fancy little paper forms and filled with White Chocolate Mousse. **\$4.95 ea.**

**TURTLE CHEESECAKES** — Pecan, butter and brown sugar crust filled with cheesecake mix swirled with chocolate ganache, caramel, candied pecans and marshmallows. Topped with more ganache and a turtle! **\$15.95 and \$24.95**

**RASPBERRY TRUFFLE FLAN** — The most decadent dessert! Pecan crust filled with dark chocolate ganache mixed with raspberry puree and Framboise liqueur. Garnished with chocolate shavings and fresh raspberries. **\$12.95 and \$24.95**

**CRÈME BRÛLÉE** — All of our Crème Brûlées are on sale this week! Our most popular flavor is Vanilla Bean. Everybody loves that one! But we love to experiment with different flavors, and this week is a perfect time for you to be adventurous and try some new flavors, such as Grand Marnier, Bailey's, Cappuccino, Maple Rosemary (my fave), Raspberry White Chocolate, Amarena Cherry, Limoncello **\$4.50**

All these items ...

**25% OFF THIS WEEK**

SPECIALS IN EFFECT UNTIL CLOSING SUNDAY, JAN. 27<sup>th</sup>

Hours: Mon. - Fri. 8:00-8:00

Sat. 8:00-6:00 - Sun. 9:00-6:00

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